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CENTRAL FAX CENTER**MAY 10 2006**DATE: MAY 10, 2006  
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MESSAGE: AGENDA FOR PHONE INTERVIEW  
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**MAY 10 2006**

**Proposed Agenda of Topics to Discuss in the 10/001,662 Claim Rejections**

1. The applicant's disagreement with the examiner's assertion of displayed demographic information being taught by Rangan.
2. The applicant's disagreement with the examiner's assertion of IP address use to access a database of demographic information being taught by Rangan.
3. Rangan's express teachings away from the applicant's claims in Column 7, lines 14-27 (e.g., Rangan's teaching of transmission and insertion of hyperlinks into video content as opposed inserting a commercial into video content).
4. Rangan and Wachob being non analogous art.
5. The examiner's failure to address each of the applicant's claims in view of the new grounds for rejection (e.g., monitoring the system user of claim 4, detection based on ad hoc commercial breaks of claim 5, identifying appropriate commercials based on available time of claim 6, querying a system user for demographic information when the user logs on of claim 9, presenting an interactive component in the broadcast commercial of claim 10).
6. The examiner's official notice with respect to schedule databases but not addressing all of the elements of the claimed schedule database (i.e., storing screen displays).